WALKER RESEARCH, INC.
8000 Knue Road
P.O. Box 50810
Indianapolis, Indiana 46250
(317) 842-0090

June 11, 1982

Mr Ernst Deflines
42 Nearwater Ln
Norwalk, CT 06853

Dear Mr Deflines:

I represent Walker Research, one of the nation's largest and most reputable consumer research companies. We are presently conducting a survey among consumers who smoke cigarettes or use various other tobacco products. You and the other adults in your household are invited to participate in this survey by completing the enclosed questionnaire.

Survey participants will be invited to join our tobacco testing panel. As a panel member you will receive free cigarettes or other tobacco products (whichever you currently use) to use and evaluate throughout the year. Because we are interested in your opinions only, there will be no attempt to have you purchase any products. Your confidential opinions will be used to help manufacturers make better tobacco products.

If by chance, there is no one in your household who smokes cigarettes or uses tobacco products (pipe, chewing tobacco, moist snuff, or little cigars) we only ask that you pass along this letter to a friend or relative who does and who could benefit from participating.

Because your household was randomly selected from households across the United States, your response is extremely important to the accuracy of our survey. All replies are confidential and will be used only in combination with answers from other cigarette smokers and tobacco product users from all over the United States.

It will take only a few moments to answer the simple questions on the enclosed sheet and return it in the postage-paid reply envelope.

We look forward to hearing from you soon. YOUR OPINION COUNTS!

Sincerely,

Linda J. Hall

Linda Hall
Senior Project Director

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Offices in:
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Chicago, St. Louis, Denver,
Tampa, Phoenix
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